WHAT IS CLAIMED IS:

1. Magnetic powder composed of an alloy composition represented by $R_x(Fe_{1-y}Co_y)_{100-x-z-w}B_zNb_w$ (where R is at least one kind of rare-earth element, x is 7.1 - 9.9at%, y is 0 - 0.30, z is 4.6 - 6.9at%, and w is 0.2 - 3.5at%), the magnetic powder being constituted from a composite structure having a soft magnetic phase and a hard magnetic phase, wherein the magnetic powder has magnetic properties in which, when the magnetic powder is formed into an isotropic bonded magnet by mixing with a binding resin and then molding it, the irreversible susceptibility (χ_{irr}) which is measured by using an intersectioning point of a demagnetization curve in the J-H diagram representing the magnetic properties at the room temperature and a straight line which passes the origin in the J-H diagram and has a gradient (J/H) of -3.8×10^{-6}H/m as a starting point is equal to or less than 5.0×10^{-7}H/m, and the intrinsic coercive force (H_{CJ}) of the bonded magnet at the room temperature is in the range of 320 - 720 kA/m.

2. The magnetic powder as claimed in claim 1, wherein when the magnetic powder is formed into an isotropic bonded magnet having a density ρ [Mg/m^3] by mixing with a binding resin and then molding it, the remanent magnetic flux density Br[T] at the room temperature satisfies the relationship represented by the formula of Br/ρ [$\times 10^{-6}T \cdot m^3/g$] ≥ 0.125.

3. The magnetic powder as claimed in claim 1 or 2, wherein when the magnetic powder is formed into an isotropic bonded magnet by mixing with a binding resin and then molding it, the absolute value of the irreversible flux loss (initial flux loss) is equal to or less than 6.2%.

4. The magnetic powder as claimed in any one of claims 1 to 3, wherein said R comprises rare-earth elements mainly containing Nd and/or Pr.

5. The magnetic powder as claimed in any one of claims 1 to 4, wherein said R includes Pr and its ratio with respect to the total mass of said R is 5 - 75%.

6. The magnetic powder as claimed in any one of claims 1 to 5, wherein said R includes Dy and its ratio with respect to the total mass of said R is equal to or less than 14%.

7. The magnetic powder as claimed in any one of claims 1 to 6, wherein the magnetic powder is obtained by quenching the alloy of a molten state.

8. The magnetic powder as claimed in any one of claims 1 to 7, wherein the magnetic powder is obtained by milling a melt spun ribbon of the alloy which is manufactured by using a cooling roll.

9. The magnetic powder as claimed in any one of claims 1 to 8, wherein the magnetic powder is subjected to a heat treatment for at least once during the manufacturing process or after its manufacture.

10. The magnetic powder as claimed in any one of claims 1 to 9, wherein the average particle size of the magnetic powder lies in the range of 0.5 - 150μm.

11. An isotropic bonded magnet formed by binding a magnetic powder containing Nb with a binding resin, wherein the isotropic bonded magnet is characterized in that the irreversible susceptibility (χ_{irr}) which is measured by using an intersectioning point of a demagnetization curve in the J-H diagram representing the magnetic properties at the room temperature and a straight line which passes the origin in the J-H diagram and has a gradient (J/H) of -3.8×10^{-6}H/m as a starting point is less than 5.0×10^{-7}H/m, and the intrinsic coercive force (H_{cJ}) of the magnet at the room temperature is in the range of 320 - 720 kA/m.

12. The isotropic bonded magnet as claimed in claim 11, wherein when the density of the isotropic bonded magnet is ρ [Mg/m^3], the remanent magnetic flux density Br[T] at the room temperature satisfies the relationship represented by the formula of $Br/\rho \geq 0.125$ [$\times 10^{-6} T \cdot m^3/g$].

13. The isotropic bonded magnet as claimed in claim 11 or 12, wherein said magnetic powder is formed of R-TM-B-Nb based alloy (where R is at least one rare-earth element and TM is a transition metal containing Iron as a major component thereof).

14. The isotropic bonded magnet as claimed in any one of claims 11 to 13, wherein the magnetic powder is composed of an alloy composition represented by $R_x(Fe_{1-y}Co_y)_{100-x-z-w}B_zNb_w$ (where R is at least one kind of rare-earth element, x is 7.1 - 9.9at%, y is 0 - 0.30, z is 4.6 - 6.9at%, and w is 0.2 - 3.5at%).

15. The isotropic bonded magnet as claimed claim 13 or 14, wherein said R comprises rare-earth elements mainly containing Nd and/or Pr.

16. The isotropic bonded magnet as claimed in any one of claims 13 to 15, wherein said R includes Pr and its ratio with respect to the total mass of said R is 5 - 75%.

17. The isotropic bonded magnet as claimed in any one of claims 13 to 16, wherein said R includes Dy and its ratio with respect to the total mass of said R is equal to or less than 14%.

18. The isotropic bonded magnet as claimed in any one of claims 11 to 17, wherein the average particle size of the magnetic powder lies in the range of 0.5 - 150μm.

19. The isotropic bonded magnet as claimed in any one of claims 11 to 18, wherein the absolute value of the irreversible flux loss (initial flux loss) is equal to or less than 6.2%.

20. The isotropic bonded magnet as clamed in any one of claims 11 to 19, wherein the magnetic powder is constituted from a composite structure having a soft magnetic phase and a hard magnetic phase.

21. The isotropic bonded magnet as claimed in any one of claims 11 to 20, wherein the isotropic bonded magnet is to be subjected to multipolar magnetization or has already been subjected to multipolar magnetization.

22. The isotropic bonded magnet as claimed in any one of claims 11 to 21, wherein the isotropic bonded magnet is used for a motor.